

INVOICE



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
Main: (513) 763-5408
Billing: (513) 763-5500

www.local12.com

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015

Send Payment To:

Local 12 WKRC-TV
Newport Television LLC
PO Box 841646
Dallas, TX 75284-1646

Invoice #	Invoice Date	Invoice Month	Invoice Period
65138-1	10/28/12	October 2012	10/01/12 - 10/23/12

Station	Account Executive	Sales Office	Sales Region
WKRC-TV	LSM LSM	Cincinnati	Local

Advertiser	Product	Estimate Number
Josh Mandel fo OHio US Se	2897	2897

Flight Dates	Order #	Alt Order #
10/13/12 - 10/23/12	65138	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/13/12	10/13/12	Saturday Early Show	8a-10a	-----1-	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1- 1 \$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Sa 10/13/12 9:29 AM Saturday Early Show 8a-10a :30 TVGENMAND- 1234H \$225.00 NM									
2	10/15/12	10/23/12	M-F 9a-10a	9a-10a	11111--	:30	5	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC M 10/15/12 9:11 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM 2 WKRC Tu 10/16/12 9:31 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM 3 WKRC W 10/17/12 9:55 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM 4 WKRC Th 10/18/12 9:47 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM 5 WKRC F 10/19/12 9:26 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WKRC M 10/22/12 9:22 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM 7 WKRC Tu 10/23/12 9:15 AM M-F 9a-10a 9a-10a :30 TVGENMAND- 1234H \$150.00 NM									
3	10/15/12	10/23/12	M-F 10a-11a	10a-11a	11111--	:30	5	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC M 10/15/12 10:32 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM 2 WKRC Tu 10/16/12 10:39 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM 3 WKRC W 10/17/12 10:39 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM 4 WKRC Th 10/18/12 10:38 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM 5 WKRC F 10/19/12 10:24 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WKRC M 10/22/12 10:22 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM 7 WKRC Tu 10/23/12 10:27 AM M-F 10a-11a 10a-11a :30 TVGENMAND- 1234H \$150.00 NM									

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65138-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser	Product	Estimate Number	
Josh Mandel fo Ohio US Se	2897	2897	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/15/12	10/23/12	M-F 10a-11a	10a-11a	11111--	:30	5	\$150.00	NM
4	10/15/12	10/23/12	Local 12 News at Noon	12p-1230p	11111--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 12:09 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
2 WKRC Tu 10/16/12 12:25 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
3 WKRC W 10/17/12 12:24 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
4 WKRC Th 10/18/12 12:11 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
5 WKRC F 10/19/12 12:21 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 12:12 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
7 WKRC Tu 10/23/12 12:13 PM Local 12 News at Noon 12p-1230p :30 TVGENMAND- 1234H \$350.00 NM									
5	10/15/12	10/23/12	Soap Rotator	1230p-2p	11111--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 1:29 PM Soap Rotator 1230p-2p :30 TVGENMAND- 1234H \$350.00 NM									
2 WKRC Tu 10/16/12 12:59 PM Soap Rotator 1230p-2p :30 TVGENMAND- 1234H \$350.00 NM									
3 WKRC W 10/17/12 12:29 PM Soap Rotator 1230p-2p :30 TVGENMAND- 1234H \$350.00 NM									
4 WKRC Th 10/18/12 1:29 PM Soap Rotator 1230p-2p :30 TVGENMAND- 1234H \$350.00 NM									
5 WKRC F 10/19/12 Soap Rotator 1230p-2p :00 \$350.00 NM									
See MG 5.8,5.9									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 Soap Rotator 1230p-2p :00 \$350.00 NM									
See MG 5.8,5.9									
9 WKRC Tu 10/23/12 5:15 AM 5a Good Morn Cincinnati 5:00 AM-5:30 AM :30 TVGENMAND- 1234H \$100.00 NM									
MG for 5.5,5.6									
8 WKRC Tu 10/23/12 6:28 AM 6a Good Morn Cincinnati 6a-7a :30 TVGENMAND- 1234H \$600.00 NM									
MG for 5.5,5.6									
7 WKRC Tu 10/23/12 12:58 PM Soap Rotator 1230p-2p :30 TVGENMAND- 1234H \$350.00 NM									
6	10/15/12	10/23/12	The Talk	2p-3p	11111--	:30	5	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 2:29 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
2 WKRC Tu 10/16/12 2:28 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
3 WKRC W 10/17/12 2:31 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
4 WKRC Th 10/18/12 2:26 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
5 WKRC F 10/19/12 2:28 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 2:59 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									
7 WKRC Tu 10/23/12 2:30 PM The Talk 2p-3p :30 TVGENMAND- 1234H \$275.00 NM									

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65138-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser	Product	Estimate Number	
Josh Mandel fo Ohio US Se	2897	2897	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/15/12	10/23/12	Let's Make a Deal	3p-4p	11111--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 3:59 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
2 WKRC Tu 10/16/12 3:59 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
3 WKRC W 10/17/12 3:59 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
4 WKRC Th 10/18/12 3:28 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
5 WKRC F 10/19/12 3:59 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 3:59 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
7 WKRC Tu 10/23/12 3:30 PM Let's Make a Deal 3p-4p :30 TVGENMAND- 1234H \$300.00 NM									
8	10/15/12	10/23/12	M-F 7p-730p	7p-730p	11111--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 7:28 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
2 WKRC Tu 10/16/12 7:20 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
3 WKRC W 10/17/12 7:21 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
4 WKRC Th 10/18/12 7:12 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
5 WKRC F 10/19/12 7:29 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
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Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 7:12 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
7 WKRC Tu 10/23/12 7:26 PM M-F 7p-730p 7p-730p :30 TVGENMAND- 1234H \$350.00 NM									
9	10/15/12	10/23/12	M-F 730p-8p	730p-8p	11111--	:30	5	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 11111-- 5 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/15/12 7:54 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
2 WKRC Tu 10/16/12 7:46 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
3 WKRC W 10/17/12 7:42 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
4 WKRC Th 10/18/12 7:40 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
5 WKRC F 10/19/12 7:41 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11----- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WKRC M 10/22/12 7:46 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
7 WKRC Tu 10/23/12 7:45 PM M-F 730p-8p 730p-8p :30 TVGENMAND- 1234H \$400.00 NM									
10	10/14/12	10/14/12	Face the Nation	1030a-11a	-----1	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Su 10/14/12 Face the Nation 1030a-11a :00 \$350.00 NM									
See MG 10.2									

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10	10/14/12	10/14/12	Face the Nation	1030a-11a	-----1	:30	1	\$350.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>2</td><td>WKRC</td><td>M</td><td>10/22/12</td><td>12:28 PM</td><td>Local 12 News at Noon</td><td>12p-1230p</td><td>:30</td><td>TVGENMAND- 1234H</td><td>\$350.00</td><td>NM</td></tr><tr><td colspan="11">MG for 10.1 10/14</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	2	WKRC	M	10/22/12	12:28 PM	Local 12 News at Noon	12p-1230p	:30	TVGENMAND- 1234H	\$350.00	NM	MG for 10.1 10/14											
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11	10/19/12	10/19/12	4p Local 12 News at Four	4:30 PM-5:00 PM	----1--	:30	1	\$180.00	NM																																		
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WKRC	Sa	10/20/12	7:15 PM	SEC Football	3:30 PM-7:00 PM	:30	TVGENMAND- 1234H	\$350.00	NM																																	
14	10/20/12	10/20/12	Sa Prime Access	7p-8p	-----1-	:30	1	\$120.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>-----1-</td><td>1</td><td>\$120.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WKRC</td><td>Sa</td><td>10/20/12</td><td>7:37 PM</td><td>Sa Prime Access</td><td>7p-8p</td><td>:30</td><td>TVGENMAND- 1234H</td><td>\$120.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	-----1-	1	\$120.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WKRC	Sa	10/20/12	7:37 PM	Sa Prime Access	7p-8p	:30	TVGENMAND- 1234H	\$120.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/15/12	10/21/12	-----1-	1	\$120.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WKRC	Sa	10/20/12	7:37 PM	Sa Prime Access	7p-8p	:30	TVGENMAND- 1234H	\$120.00	NM																																	
15	10/21/12	10/21/12	Su 430a-5a	430a-5a	-----1	:30	1	\$30.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>-----1</td><td>1</td><td>\$30.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WKRC</td><td>Su</td><td>10/21/12</td><td>4:43 AM</td><td>Su 430a-5a</td><td>430a-5a</td><td>:30</td><td>TVGENMAND- 1234H</td><td>\$30.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	-----1	1	\$30.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WKRC	Su	10/21/12	4:43 AM	Su 430a-5a	430a-5a	:30	TVGENMAND- 1234H	\$30.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/15/12	10/21/12	-----1	1	\$30.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WKRC	Su	10/21/12	4:43 AM	Su 430a-5a	430a-5a	:30	TVGENMAND- 1234H	\$30.00	NM																																	
Total Spots							63																																				

Payment Terms 30 Days

<u>Gross Total</u>	\$17,880.00
<u>Agency Commission</u>	\$2,682.00
<u>Net Amount Due</u>	\$15,198.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.